

HOST YOUR OWN SWAP SHOP

Tips for organising a swap shop in your school

General Tips



- Brainstorm your goals and priorities for the day.
- Do a callout for volunteers on the day.
- Don't use money (simplifies things, no counting). Use a Trust system—"Be sound",
- consider a charity donation bucket.
- Find a place to store clothes before or between swaps.
- Always have something for the early arrivers.
- Be clear on what you don't want for example, underwear, towels, bed linen.
- Consider setting up a repair station.

Preparation

Who is this event for?	
What do you need?	
Who can help?	
What challenges may arise?	

Checklist



Before the Swap	
	Get a team together and make a plan.
	Consider where will it be?
	Will the space be free when you plan your swap?
	Check with the office and the school principal.
	Book the room and space required well in advance.
	Find out if you can decorate the room, perhaps with Lets Fix Fashion fact sheets and posters from any awareness campaigns undertaken.
	When will it be?
	All day?
	You might run it at lunch but factor in time before and after for set up and take down.
	Perhaps you could organize a rota at break and lunchtime so the school community can donate in assembly.
	Prioritise Communications.
	Ensure the messaging is clear and fun!
	Use social media to promote your event.
	Posters/flyers-ensure they are put up in busy areas so they are seen around the school.
	Use QR codes to provide information on the rationale of the event.
	Announcements on the Intercom.
	Word of mouth.
	How to ensure a supply of clothes
	Allow a 3 week lead in.
	Ask for delivery beforehand as some will bring direct to swap and its important to have clothes for the early arrivers.
	Decide if your using coupons to prove you donated a garment and if so hold a competition for free coupons to give the event more exposure. Consider lamination to reuse for the next swap event.
	Include an accessorise section for shoes, hats, jewelery.

During the Swap	
	How will the clothes be arranged?
	Don't isolate by colour/size/gender
	Sometimes the less organised the less work and half the fun is stumbling across something you may not have considered before.
	Build outfits to entice people to engage in the event and attract attention.
	Decide who will be responsible for sorting and folding the clothes?
	Do a callout for volunteers and ask friends to help, maybe Green-School committee members?
	If you have enough volunteers, use ushers to ensure a steady flow on the day.

	Preempt the flow
	Assign someone to meet and greet and to explain how the swap works at the door.
	Have a clear area marked for clothes drop off on the day that can be easily accessed and sorted.
	Use ushers.
	Music!
	Set the atmosphere and ensure shoppers will feel at ease. Music can eliminate any initial awkwardness.
	Bring along speakers or a laptop and set up a playlist in advance.



Pictured above: Gort community school showcasing their swap shops in 2023.

After the Swap	
	You may be left with surplus clothes so consider where they will be stored in the interim and where they will go afterwards.
	Call a local charity shop in advance, they will be delighted to take in any leftovers and may supply some clothing rails and hangers in advance.
	Alternatively you could hold an auction to help fund future 'Lets Fix Fashion' events.
	Consider how you will transport Clothes and rails back to the shop. Is it within walking distance? Will you need to arrange lifts/collection.
	Allow 10 minutes to tidy up and take note of any changes you would implement for next year!
	Perhaps you could run a formal wear swap, uniform swap or sports equipment swap at future swap events.
	Create a hashtag and share on social media.